

AMENDMENTS TO THE CLAIMS

The following Listing of Claims replaces all prior versions, and listings, of claims in the present application.

Listing of Claims:

1-13. (Canceled)

14. (Currently amended) A printhead assembly comprising:

a printhead arranged to print on an image-receiving substrate;

a platen;

a support;

a first frame slideably connected to said support, one of said printhead and said platen being mounted on said first frame;

a second frame, the other one of the printhead and the platen being supported on said second frame;

~~a driver for driving~~ motor configured to drive said first frame relative to said support to cause the one of said printhead and platen to move in a linear direction toward the other, whereby the distance traveled by the first frame relative to said support is controlled by rotation of the motor; and

a compressor arranged to exert a biasing force on one of said printhead and said platen, when said ~~driver~~ motor drives said first frame relative to said support,

wherein the compressor is arranged so as to compressibly support the second frame; and wherein a distance between said first frame and the one of said printhead and said platen is fixed.

15-20. (Canceled)

21. (Previously presented) A printhead assembly of claim 14 wherein, when the printhead is mounted on the first frame.

22. (Currently amended) A printhead assembly comprising:
a printhead arranged to print on an image-receiving substrate;
a platen;
a support;
a first frame slideably connected to said support, one of said printhead and said platen being mounted on said first frame;
a detecting device configured to detect ~~for detecting~~ information stored with said image receiving substrate, wherein the information is stored on one of the image receiving substrate and a cassette holding the image receiving substrate;
a driver ~~for driving~~ configured to drive said first frame relative to said support in accordance with information stored with said image receiving substrate, to cause the one of said printhead and platen to move in a linear direction toward the other; and
a processor configured to use a look up table to determine a distance to drive the first frame relative to the support based on the information stored with the image receiving substrate.

23. (Currently amended) A printer comprising:
an input device for inputting data
a printhead arranged to print on an image-receiving substrate;
a platen;
a support;
a first frame slideably connected to said support, one of said printhead and platen being mounted on said first frame;
a second frame, the other one of the printhead and the platen being supported on said second frame;
a driver ~~for driving~~ motor configured to drive said first frame relative to said support to cause the one of said printhead to move in a linear direction toward the other, whereby the distance traveled by the first frame relative to said support is controlled by rotation of the motor; and
a compressor arranged to exert a biasing force on one of said printhead and said platen, when said ~~driver~~ motor drives said first frame relative to said support,

wherein the compressor is arranged so as to compressibly support the second frame; and
wherein a distance between said first frame and the one of said printhead and said platen is fixed.

24. (Currently amended) A printer of claim 23, wherein the ~~driver~~ motor is configured to drive the first frame to a predetermined position relative to said support in accordance with said input data.

25. (Currently amended) A method of controlling a printhead assembly comprising:
a printhead arranged to print on an image-receiving substrate;
a platen;
a support;
a first frame slideably connected to said support, one of said printhead and said platen being mounted on said first frame;
a second frame, the other one of the printhead and platen being supported on said second frame;
a motor configured to drive said first frame relative to said support to cause the one of said printhead and platen to move in a linear direction toward the other, whereby the distance traveled by the first frame relative to said support is controlled by rotation of the motor; and
a compressor arranged to exert a biasing force on one of said printhead and said platen;
; wherein the compressor is arranged so as to compressibly support the second frame;
and
wherein a distance between said first frame and the one of said printhead and said platen is fixed;

wherein said method comprises the step of:
~~driving~~ controlling the motor to drive said first frame relative to said support and towards said second frame when said one of said printhead and said platen abuts said image receiving substrate, ~~to cause the one of said printhead and said platen to move in a linear~~

~~direction toward the other~~ and said compressor to exert a biasing force on one of said printhead and said platen ~~when said one of said printhead and said platen abuts said image-receiving substrate~~, such that a pressure applied to the image receiving substrate by said one of said printhead and said platen can be controlled.

26. (Currently amended) A method of claim 25, wherein the ~~driving~~ controlling comprises ~~driving~~ controlling the motor to drive said first frame relative to said support to a predetermined position.

27. (Currently amended) A method of claim 25, wherein the ~~driving~~ controlling comprises ~~driving~~ controlling the motor to drive said first frame relative to said support in accordance with information stored with said image-receiving substrate.

28. (Currently amended) A printhead assembly of claim 14 wherein the ~~driver is for driving~~ motor is configured to drive said first frame relative to said support in accordance with information stored with said image-receiving substrate.

29. (Currently amended) A printhead assembly of claim 14 wherein the ~~driver is for driving~~ motor is configured to drive said first frame relative to said support in accordance with information inputted through an input device.

30. (Currently amended) A printhead assembly of claim 14 wherein the ~~driver is for driving~~ motor is configured to drive said first frame relative to said support to a predetermined position.

31. (Previously presented) A label printing device of claim 22 wherein the information is stored on an electronic tag or chip, or as a barcode.

32. (Previously presented) A label printing device of claim 22 wherein the information specifies at least one of the pressure required to print on the image-receiving substrate, the thickness of the substrate or, where the driver comprises a motor, a value

indicating the number of rotations of the motor necessary for printing on the image-receiving substrate.

33. (Previously presented) A label printing device of claim 22, comprising a microprocessor configured to detect the information stored with said image receiving substrate to consult a look up table to determine the distance to drive the first frame relative to the support.

34. (Currently amended) A method of controlling a label printer comprising:
a printhead arranged to print on an image-receiving substrate;
a platen;
a support; and
a first frame slideably connected to said support, one of said printhead and said platen being mounted on said first frame;

wherein said method comprises driving said first frame relative to said support in accordance with information stored with said image-receiving substrate, wherein the information is stored on one of the image receiving substrate and a cassette holding the image receiving substrate;

and wherein said method comprises driving said first frame relative to said support in accordance with said information stored with said image-receiving substrate, to cause the one of said printhead and said platen to move in a linear direction toward the other; and

wherein the method comprises using a look up table to determine the distance to drive the first frame relative to the support based on the information stored with the image-receiving substrate.

35. (Previously presented) A method of claim 34, wherein the information specifies at least one of the pressure required to print on the image-receiving substrate, the thickness of the substrate or, where the driver comprises a motor, a value indicating the number of rotations of the motor necessary for printing on the image-receiving substrate.

36. (Previously presented) A printhead assembly of claim 14, wherein said second frame is slideably connected to said support.

37. (Previously presented) A printhead assembly of claim 14, wherein said second frame is mounted on a base, and wherein the compressor is attached between the base and the second frame.

38. (New) A printhead assembly of claim 28, wherein the information is stored on one of the image receiving substrate and a cassette holding the image receiving substrate.

39. (New) A printhead assembly of claim 28 wherein the information is stored on an electronic tag or chip, or as a barcode.